EDITORIAL 99

## **REFERENCES**

- Mokdad AH, et al. Actual causes of death in the United States, 2000. JAMA 2004;291:1238–45, http://jama.ama-assn.org/cgi/content/ abstract/291/10/1238.
- 2 Anon. Fat gains on tobacco as top death factor. AP(Associated Press)/CNN, March 9, 2004. http://edition.cnn.com/2004/HEALTH/diet.fitness/03/09/obesity.ap/index.html.
- 3 Anon. Combating Killers: Fat, Tobacco. AP/CBS News. March 9, 2004. http:// www.cbsnews.com/stories/2004/03/09/ health/main604980.shtml
- 4 Wapshott N. Fat of the land is killing more Americans than cigarettes. The Times, London, March 11, 2004. http://www.timesonline.co.uk/ article/0,,8122-1034026,00.html.
- 5 Anon. Americans Eating Themselves to Death. PA (Press Association) News/The Scotsman, March 10, 2004. http://news.scotsman.com/ latest.cfm?id = 2630731.
- 6 Anon. US government moves to reduce rampant obesity. AP/Taipei Times. March 11, 2004. http://www.taipeitimes.com/News/world/ archives/2004/03/11/2003102015.
- 7 Perez, M. Obésité: le mal du siècle. Le Figaro, March 11, 2004. http://www.lefigaro.fr/ sciences/20040311.FIG0150.html.
- 8 Anon. Poor diet and physical inactivity may soon overtake tobacco as leading cause of death in U.S. JAMA news release/EurekAlert. March 9, 2004. http://www.eurekalert.org/pub\_releases/ 2004-03/jaaj-pda030404.php
- 2004-03/jaai-pda030404.php
  McGinnis JM, Foege WH. The immediate vs the important [editorial]. JAMA 2004;291:1263-4, http://jama.ama-assn.org/cgi/content/full/291/10/1263
- 10 Britt C. Editorial cartoon. State Journal-Register, Springfield, Illinois. March 12, 2004. http:// cagle.slate.msn.com/working/040312/britt.gif
- 11 Myers ML. New JAMA/CDC study finds tobacco use remains no. 1 cause of preventable death but U.S. is not doing enough to fight it. Campaign for Tobacco-Free Kids. March 9, 2004. http://

- www.tobaccofreekids.org/Script/ DisplayPressRelease.php3?Display=733
- 12 Harrabin R, et al. Health in the news: risk, reporting and media influence. King's Fund. 2003. http://www.kingsfund.org.uk/pdf/ healthinthenewssummary.pdf
- 13 Jackson T. News skews health priorities, study claims. BMJ 2003;327:688, http:// bmj.bmjjournals.com/cgi/content/full/327/ 7416/688-a.
- 14 Ferriman A. Public health doctors "hopeless" at using media. BMJ 2003;327:1056. http:// bmj.bmjjournals.com/cgi/content/full/327/ 7422/1056-a.
- 15 Smith R. Communicating risk: the main work of doctors. BMJ 2003;327:7417. http:// bmj.bmjjournals.com/cgi/content/full/327/ 7417/0-f.
- 16 Edición especial. Masacre en Madrid. ABC, March 11, 2004. http://nlabc10.abc.es/abc/ laterales/otro\_contenido/documentos\_pdf/ especial11032004.pdf.
- 17 Peto R, Lopez AD, et al. Mortality from smoking in developed countries 1950–2000. Oxford University Press. 2nd ed: data updated 15 July 2003. http://www.ctsu.ox.ac.uk/~tobacco/ MN\_AP\_4280.pdf.
- 18 Chapman S, Shatenstein S. The banality of tobacco deaths. Tobacco Control 2002;11:1-2, http://tc.bmjjournals.com/cgi/content/full/11/ 1/1
- 19 Parloff R. Is fat the next tobacco? Fortune. 27 January 2003. [Cover Date February 3, 2003], http://www.fortune.com/fortune/articles/ 0,15114,409670,00.html
- 20 Mitchell A. Fat: the next tobacco. The Globe and Mail, Toronto. July 5, 2003. http:// www.globeandmail.com/servlet/ArticleNews/ TPStory/LAC/20030705/FCWIDE/TPHealth/.
- 21 Anon. Federal Communications Commission and Cigarettes. Tobacco Institute, September 1974. Bates 00135409–00135417. Accessed via TobaccoDocumentsOnline, March 16, 2004. http://tobaccodocuments.org/ness/

- 22 US House of Representatives. H.R.339. Obesity Lawsuits bill. Personal Responsibility in Food Consumption Act. OFFICIAL TITLE AS AMENDED BY HOUSE: To prevent legislative and regulatory functions from being usurped by civil liability actions brought or continued against food manufacturers, marketers, distributors, advertisers, sellers, and trade associations for claims of injury relating to a person's weight gain, obesity, or any health condition associated with weight gain or obesity. Passed by the Yeas and Nays: 276–139, March 10, 2004. http://www.congress.gov/cgi-bin/bdquery/z?d108:HR00339:@@X.
- 23 Goldenberg S. US shields fast-food firms from obesity cases. The Guardian, March 12, 2004. http://www.guardian.co.uk/international/story/ 0,3604,1167696,00.html.
- 24 Anon. Mixed messages on obesity. Boston Globe, March 15, 2004. http://www.boston.com/news/globe/editorial\_opinion/editorials/articles/2004/03/15/mixed\_messages\_on\_obesity/
- 25 McSupersizes to be phased out. CNN.com, March 3, 2004. http://edition.cnn.com/2004/ US/03/02/mcdonalds.supersize.ap/index.html
   26 Friedman R. Fast Food Backlash Prompted by
- 26 Friedman R. Fast Food Backlash Prompted by New Movie? Fox News, March 11, 2004. http://www.foxnews.com/story/ 0,2933,113885,00.html#2.
- 27 Anthenelli RM, Pierre Despres J-P. Effects of rimonabant in the reduction of major cardiovascular risk factors. results from the STRATUS-US trial (smoking cessation in smokers motivated to quit and the RIO-LIPIDS trial (weight reducing and metabolic effects in overweight/ obese patients with dyslipidemia). Presented at the American College of Cardiology Annual Scientific Session, New Orleans. March 9, 2004. http://www.acc04online.org/daily/news/newssummary.asp?sid = 1&stid = 14&newsld = 2004-03-09.
- 28 Rosinski J. New 'wonder drug' helps kick both flabby and smoky butts. Boston Herald. March 10, 2004. http://theedge.bostonherald.com/ healthNews/view.bg?articleid=142.

## The lighter side



"No, I don't smoke. I'm out here because the building just went maul-free."